# GOVERNMENT OF INDIA
# INFORMATION AND BROADCASTING
# LOK SABHA

UNSTARRED QUESTION NO:430
ANSWERED ON:23.02.2001
FDI IN FILM INDUSTRY
AJAY SINGH CHAUTALA

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

(a) whether the Government propose to allow hundred percent Foreign DirectInvestment (FDI) in film industry and advertising agencies in the country?

(b) if so, the details thereof alongwith the reasons therefor; and

(c) the impact on Indian film industry and advertising agencies?

## Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ).

(a) (b) & (c): 100% Foreign Direct Investment is already permitted in the film sectorsubject to certain sectoral guidelines. Foreign investment to the extent of 74% is permitted at present in the advertising sector. No decision has so far been taken for increasing the foreign investment to 100% in the advertising sector. Any proposal for allowing 100% investment in the advertising sector would be considered only after taking into account the interests of the advertising sector in the country.